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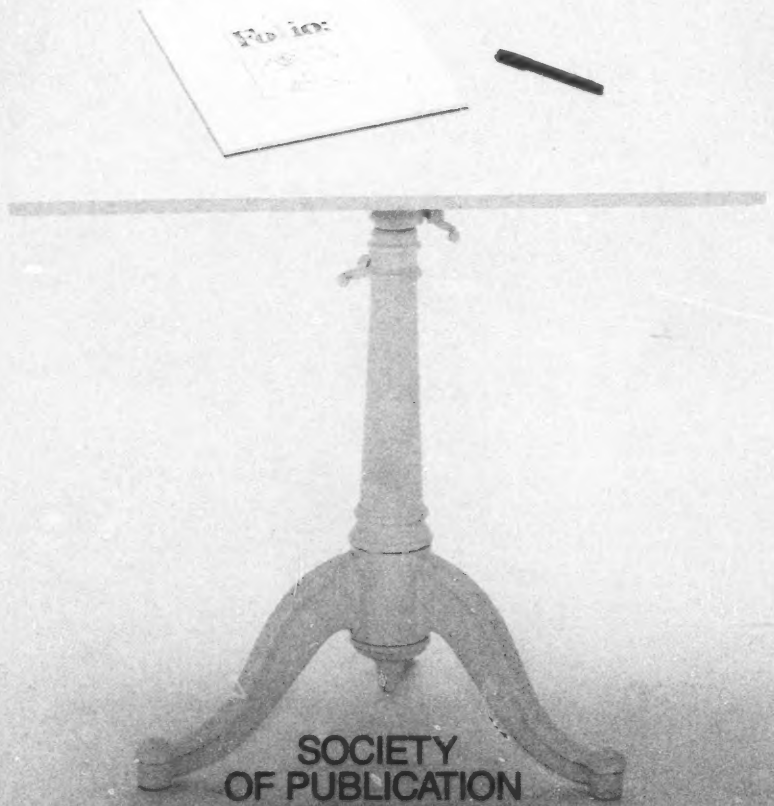
Folio:

C-3935-1 12/2/82

THE MAGAZINE FOR MAGAZINE MANAGEMENT ☐ NOVEMBER 1982 ☐ $4.00



SOCIETY OF PUBLICATION DESIGNERS 1982 DESIGN AWARDS

NOVEMBER 1982 VOL.11 NO.11

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

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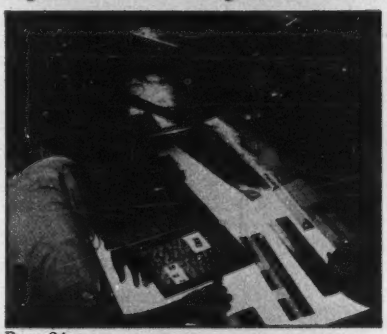

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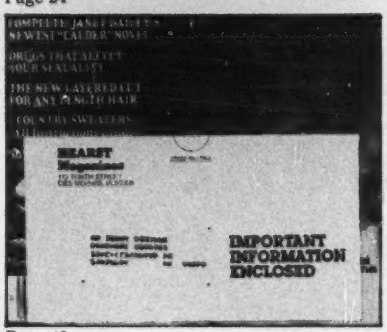

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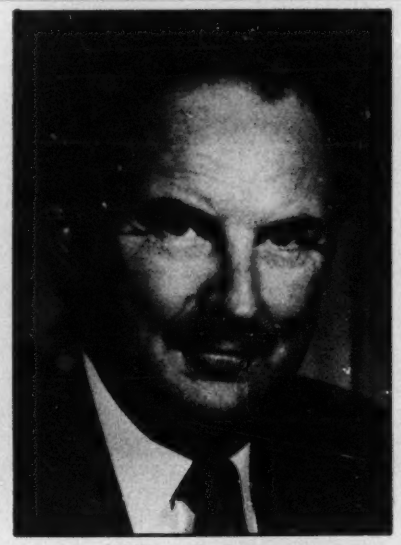
Cover design: Steve Phillips Design, Inc. /Photo: Aaron Rezny

Management

New MPA head to strengthen government ties

New York City—William F. Gorog, 57, who became president of the Magazine Publishers Association October 1, expects to "beef up" the magazine industry's role in government.

Because some of the myriad pieces of legislation in Congress could affect magazine publishers even more than postal rates, Gorog told FOLIO in an interview shortly after his selection, those in publishing must develop a broader understanding of government's impact. Further, he said, there should be more involvement from members. "It's not a case of getting suited up every time your ox is about to get gored—and most industries do this," he said.



William F. Gorog

Gorog's early message is "everybody's got to get involved. You really can't expect three guys in Washington to do the job for the industry. It's a grass-roots job. CEOs ought to be down there in Washington and they should be very active on the local level."

Although Gorog has had experience in government (he served as deputy director of the economic policy board under President Ford), his background and interests are by no means one-sided: He has heavy business and management experience as well. In his last position as chairman of Charter Investment Corporation, he arranged financing for technology and energy-oriented companies. He is one of the founders of Data Corporation, which was merged with Mead Corporation, and was instrumental in the design of the LEXIS information system for lawyers.

Gorog is also very comfortable with technology. He has an engineering background, and in the early 1960s worked on computer programs to control laser printing.

Gorog's weakest area, and the one he believes he has to work most on, is advertising and marketing.

The first MPA president who does not come from the magazine publishing business, Gorog nevertheless appears to be exactly what the search committee was looking for. "We wanted someone who could move with assurance in and be respected at the highest levels of industry and government," says Gilbert Maurer, head of the MPA search and selection committee and president of Hearst Magazines Division. Gorog, selected from some 400 candidates, was the unanimous choice of the five-member search committee.

Successful Farming's hotline offers updates on industry news

Des Moines—How can a monthly magazine offer timely industry news without incurring the expense of an on-line service? *Successful Farming*, by implementing a free hotline telephone service that gives readers updated information on commodity market trends, has answered this question for itself. Called MarketCall, the service became available to subscribers in August.

MarketCall was a relatively easy and inexpensive service to put together. The information used is gathered by *Successful Farming*'s editors, taped, and made available to readers via a special phone number.

The magazine's management believes that this extra service improves *Successful Farming*'s competitive position among farm publications, and is very useful to its readers.

"We're in an extremely volatile market and we realized that farmers could benefit from this type of updated information," says Loren Kruse, senior farm management editor and producer of MarketCall. He explains that although *Successful Farming* covers all the farm market trends, being a monthly it is unable to alert farmers to sudden shifts in the marketplace.

Readers may call the MarketCall number at any time of the day or night and listen to a pre-recorded,

(Continued on page 164)

38% of magazines report circulation losses in first half

Schaumburg, Ill.—Thirty-eight percent of Audit Bureau of Circulations (ABC) consumer magazines (134 of the 352 reporting) suffered declines in total paid circulation during the first half of 1982, according to FOLIO's analysis of ABC's *Fas-Fax Report* for that period.

The declines ranged from minuscule to major and were scattered through many of the magazine categories. Some categories, such as men's entertainment magazines, seemed especially hurt, while others, such as the shelter magazines, showed both gains and losses. Although *Fas-Fax* showed an overall mixed performance, trends that have been prevalent in the magazine industry for the past few years seem to be substantiated by the data.

For instance, magazines in the burgeoning electronics industry did extremely well. *Personal Computing* and *Popular Computing* showed the greatest growth of all magazines listed, with increases in total paid cir-

Top 10 magazines by percent increase in total paid circulation First six months 1982 vs. 1981

	% increase total paid circulation	Subscriptions	% + or − from 1st half 1981	Single-copy sales	% + or − from 1st half 1981
1. *Personal Computing*	346.05	121,428	375.24	26,816	248.98
2. *Popular Computing*	107.23	81,598	92.48	33,842	154.16
3. *Home*	93.09	488,008	120.32	49,754	− 12.72
4. *Video Review*	89.47	86,893	81.20	63,987	102.00
5. *Young Miss*	88.16	493,185	48.89	130,062	n.a.
6. *National Examiner*	82.90	5,820	93.48	871,057	82.84
7. *80 Micro*	65.70	70,558	50.48	33,661	110.29
8. *Crafts*	47.56	167,238	54.52	76,729	34.38
9. *Country Magazine*	45.49	31,766	41.84	2,462	117.11
10. *Heavy Metal*	40.92	25,508	38.36	203,111	41.25

Source: Audit Bureau of Circulations *Fas-Fax Report*, June 30, 1982.

culation of 346.05 percent and 107.23 percent, respectively. Following at their heels were *80 Micro*, with a circulation increase of 65.70 percent, and *Byte*, which showed a rise of 38.38 percent.

Interest in new technology also helped magazines in another field gain circulation: *Video Review* showed an increase in total paid circulation of 89.47 percent; *Video* had an increase of 40.18 percent; and *Home Video*—which made a substantial gain of 80.78 percent in the second half of last year—rose another 11.85 percent.

Magazines in the science field continued to do well. *Discover* showed gains in total paid circulation of 33.14 percent; *Science 82*, 24.92 percent; and *Science Digest*, 18.94 percent. However, *Science*'s circulation dropped, although less then 1 percent, and *Science News* was down slightly more than 4 percent.

Among home and shelter magazines, circulation figures showed quite a variation. Some magazines showed excellent growth: *Country Living*'s circulation was up 33.71 percent; *New Shelter*'s circulation rose 24.44 percent; and *Southern Living* was up 10.12 percent. Others showed slight circulation increases: *House Beautiful* was up 5.40 percent; *Colonial Homes*' total readership rose 2.92 percent; and *Architectural Digest* had an increase of 1.70 percent. *House & Garden* and *Metropolitan Homes* had drops in a total circulation of 13.69 percent and 8.74 percent, respectively.

The same type of variation occurred among the women's publications. Magazines that showed good growth in overall circulation included *Savvy* (up 25.13 percent), *Working Mother* (up 20.88 percent), *Working Woman* (up 14.53 percent), *Mademoiselle* (up 10.13 percent), *Vogue* (up 8.22 percent), and *Self* (up 7.55 percent). Magazines with circulation gains of about 1 percent included *Glamour, Good Housekeeping, Harper's Bazaar* and *Woman's Day*. *Redbook* and *McCall's* experienced drops in circulation of less than 1 percent, while more substantial losses were felt by *New Woman* (-14.28 percent), *Lady's Circle* (-8.77 percent), *Family Circle* (-5.75 percent), and *Ladies' Home Journal* (-5.64 percent).

On the other hand, of the men's entertainment magazines reporting, all had circulation drops. (A number of men's entertainment magazines did not furnish statements in time to be included in *Fas-Fax.) Oui* (-24.13 percent); *Genesis* (-9.05 percent); *High Society* (-8.24 percent); *Penthouse* (-7.79 percent); and *Playboy* (-6.72 percent).

In fact, a general malaise seems to have affected a number of magazines that have primarily male audiences. Magazines with notable circulation dips included *Sport* (-24.74 percent); *Texas Fisherman* (-21.72 percent); *Four Wheeler* (-14.67 percent); *Michigan Sportsman* (-14.49 percent); *Cars Magazine* (-12.56 percent); *Baseball Digest* (-11.96 percent); and *Car Craft* (-10.18 percent).

Magazine export growth outpaces U.S. performance

Washington, D.C.—The value of U.S. magazine exports rose at a compound annual rate of 15.4 percent from 1971 to 1981, outpacing the growth of total U.S. magazines, whose value rose 12.2 percent per year during the same period, the U.S. Department of Commerce reports.

In 1971, exports of U.S. periodicals were valued at $86.5 million and accounted for 7.2 percent of all U.S. magazine circulation. In 1981, these exports were valued at $363.5 million and represented 8.8 percent of all U.S. circulation.

The exports, primarily consumer and business magazines slated for newsstand sale, go to 98 countries. However, the top 10 markets account for nearly 90 percent of all sales; in fact, Canada, the top market, receives 61 percent of the total value of U.S. periodical exports. That figure had been even higher: In 1977, Canada received 72 percent of all exported periodicals.

The remaining nine markets in the top 10, which represent 27 percent of all magazine exports, are Australia, the United Kingdom, Venezuela, Mexico, the Netherlands, New Zealand, France, West Germany and Japan.

Among these leading markets, periodical exports to France showed the highest overall annual growth rate, 25.7 percent over the decade, followed by the Netherlands, at 24.4 percent.

However, during the past five years, the markets most rapidly growing have been Mexico and Venezuela. U.S. magazine exports to Latin America were slow from 1971 to 1976, with an average growth of 8.5 percent per year. But from 1976 to 1981, export growth to Latin America climbed sharply, averaging 32.7 percent per year, nearly twice the growth rate of total U.S. periodicals during this period.

The study ends by noting that publishers who do not consider selling their magazines overseas "may be overlooking a good opportunity